



Course Code COMM-200	Course Title Business and Professional Communication	ECTS Credits 6
Department Centre of Modern Languages	Semester Fall	Prerequisites BENG-100
Type of Course Required	Field Languages	Language of Instruction English
Level of Course 1 st cycle	Year of Study 1 st / 2 nd	Lecturer(s) Faculty
Mode of Delivery face-to-face	Work Placement N/A	Co-requisites None

Objectives of the Course:

The aim of this course is to provide students with the basic principles of effective communication and to develop their presentation skills. This is achieved by developing students' confidence when speaking before an audience and improving their verbal and nonverbal language skills. Further more, since listening is a very important skill required for effective communication during presentations and interaction, several methods of developing listening skills are also examined.

Moreover, students are also encouraged to lead and participate in group discussions to improve their interpersonal and intercultural communication skills, which are also key aspects in achieving effective communication. Business and Professional Communication is for Level C1 of the Common European Framework of Reference for Languages (CEFR).

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Adapt speeches to audience and speaking context
2. Prepare and deliver informative and persuasive speeches with effective use of visual aids
3. Use different strategies for listening (content, critical and active listening) and respond to presentations appropriately
4. Deliver a speech taking account of verbal and non-verbal cues
5. Prepare, outline and deliver a well-structured speech taking account of various introducing and concluding techniques
6. Critically reflect on (and evaluate) own presentation performance

Course Content:

1. Introduction to Public Speaking
2. Audience analysis

3. Interpersonal and intercultural communication
4. Ethical communication
5. Grabbers and endings
6. Informative speech: Parts of presentation
7. Persuasive speech: Parts of presentation
8. Listening: types of listening skills

Teaching Methods:

Lectures, Discussions with class participation and three presentations

Assessment Methods:

3 Presentations, Class Participation, self-evaluation report and presentation outlines

Required Textbooks:

Authors	Title	Publisher	Year	ISBN
Dale, Paulette and Wolf, C. James	<i>Speech Communication Made Simple (3rd edition)</i>	Pearson Longman	2006	0-13-195544- 6
